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We will explore the messages sent out from the media and how they implant themselves, often subtly and even subliminally, in the real world of people, locations, and events. The goal is to better understand media content, media industries, and how they affect us. Textbook: Media Literacy, 5th Edition, W James Potter. Grading

Media Literacy Syllabus - cdm.depaul.edu

This was the first and remains the only university-level program to make media literacy central to its approach and given recent national and global turmoil its emphasis on media use and democracy could not be more timely. The new edition maintains its commitment to enhancing students' critical thinking and media literacy skills.

Introduction to Mass Communication: Media Literacy and ...

media violence, and he is the author of the class textbook, Media Literacy. He began his career as a journalist and is former editor of the Journal of Broadcasting & Electronic Media. INTERVIEW TEXT Selected Questions: What attracted you to media education? What do you see as fitting the label "media literacy?" How did the publication of ...

BIOGRAPHY OF JAMES POTTER INTERVIEW TEXT Selected Questions

W. JAMES POTTER Department of Communication University of California at Santa Barbara Santa Barbara, CA 93106 wjpotter@comm.ucsb.edu ... Media Literacy (5th Edition). Thousand Oaks, CA: Sage. Translated into Korean, Simplified Chinese, Indonesian, and Serbian

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MEDIA LITERACY WORKBOOK is an invaluable resource for students in an introductory course as it helps them explore and develop the skills necessary for active participation and critical consumption of media communication.

Media Literacy Workbook book by Kimb Massey - alibris.com

What are the three main advantages of developing a higher degree of media literacy? Answer: People can develop an appetite for a wider variety of media messages. The media tries to constrain our choices so it can condition us and control us, so we expose ourselves to the same choices again and again.

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